



Docket No.: 39667-073

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of	:	Customer Number: 20277
Leonardo BRITO-VALLADARES, et al.	:	Confirmation Number: 8946
Serial No.: 10/075,308	:	Group Art Unit: 2163
Filed: February 15, 2002	:	Examiner: not yet assigned
For: ONLINE MEDIA PLANNING SYSTEM	:	

**INFORMATION DISCLOSURE STATEMENT**

Mail Stop IDS  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In accordance with the provisions of 37 C.F.R. 1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the documents listed on the attached form PTO-1449. An equivalent of U.S. Patent 6,236,977 was cited in prosecution of a corresponding Canadian application. A copy of this patent is enclosed. The Examiner's attention is directed to U.S. co-pending application Serial No. 10/429,691, filed May 6, 2003 (copy enclosed), which is commonly assigned. The other documents have been cited in the co-pending 10/429,691, and copies thereof are enclosed for the Examiner's convenience.

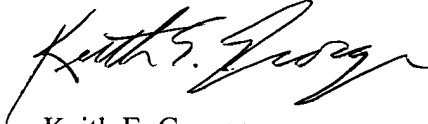
It is respectfully requested that the documents be expressly considered during the prosecution of this application, and that the documents be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

This Information Disclosure Statement is being filed within three months of the U.S. filing date OR before the mailing date of a first Office Action on the merits. No certification or fee is required.

Please charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, to Deposit Account 500417 and please credit any excess fees to such deposit account.

Respectfully submitted,

MCDERMOTT WILL & EMERY LLP

A handwritten signature in black ink, appearing to read "Keith E. George", written in a cursive style.

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**Date: July 7, 2004**



SHEET 1 OF 1

<b>INFORMATION DISCLOSURE CITATION IN AN APPLICATION</b>  (PTO-1449)				ATTY. DOCKET NO. <b>39667-073</b>		SERIAL NO. <b>10/075,308</b>	
				APPLICANT <b>Leonardo BRITO-VALLADARES, et al.</b>			
				FILING DATE <b>February 15, 2002</b>		GROUP <b>2163</b>	
<b>U.S. PATENT DOCUMENTS</b>							
EXAMINER'S INITIALS	CITE NO.	Document Number Number-Kind Code <sup>2</sup> (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear		
		US 5,819,092	6/1998	Ferguson et al.			
		US 6,021,443	2/2000	Bracho et al.			
		US 6,073,105	6/2000	Sutcliffe et al.			
		US 6,236,977	5/22/01	Verba et al.			
		US 6,343,274	1/2002	McCollom et al.			
		US 6,401,075	6/4/2002	Mason et al.			
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<b>FOREIGN PATENT DOCUMENTS</b>							
EXAMINER'S INITIALS	CITE NO.	Foreign Patent Document Country Code <sup>3</sup> -Number 4-Kind Codes (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines Where Relevant Figures Appear	Translation	
						Yes	No
<b>OTHER ART (Including Author, Title, Date, Pertinent Pages, Etc.)</b>							
EXAMINER'S INITIALS	CITE NO.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.					
		Dialog Reference. File 15# 00639396 Ann Marie kerwin, "Newspaper Space Bank", Editor & Publisher V125n38 pp: 12, 42, September 19, 1992					
		U.S. Patent Application Serial No. 10/429,691 filed May 6, 2003.					
EXAMINER				DATE CONSIDERED			

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached.